

In the Claims

This listing of claims replaces all prior versions and listings of claims:

1. (Withdrawn) A custom display and storage system comprising:
 - a display unit having an opening, said opening adapted for display of an image or character string;
 - a customizable insert assembly adapted for display of an image or character string, said insert assembly including a matting, said matting including a cut out corresponding to said opening of said display unit, said cut out being smaller than said opening;
 - a releasable connection between said display unit and said insert assembly adapted to removably mount said insert assembly to said display unit, and
 - a storage unit coupled with said display unit.
2. (Withdrawn) The custom display and storage system as claimed in claim 1 wherein said insert assembly further comprises a base sheet for mounting of the image or character string.
3. (Withdrawn) The custom display and storage system as claimed in claim 2 wherein said base sheet further comprises guidelines adapted for alignment of the image or character string.
4. (Withdrawn) The custom display and storage system as claimed in claim 1 wherein said releasable connection comprises a backing coupled with said display unit.
5. (Withdrawn) The custom display and storage system as claimed in claim 4 wherein said backing includes an elongate slot.

6. (Withdrawn) The custom display and storage system as claimed in claim 4 wherein said backing is coupled to said display unit via a hinge.

7. (Withdrawn) The custom display and storage system as claimed in claim 1 wherein said storage unit comprise an album.

8. (Currently Amended) A custom display system comprising;

a frame including (i) a first portion having a first outer radius, the first portion extending about an exterior perimeter of the frame, (ii) a second portion having a second outer radius that is smaller than the first outer radius, the second portion extending about an interior perimeter of the frame with respect to the first portion to form a lip, and (iii) a groove separating said first portion from said second portion;

a transparent display panel supported within a front side of said frame by said lip, the transparent display panel directly abutting the lip and an interior side surface of said frame;

a single piece spacer positioned within said frame on an opposing side of said panel to said lip, the spacer directly abutting the transparent display panel and the interior side surface of said frame; and

a backing positioned on an opposing side of said single piece spacer to said transparent display panel, said backing adapted to maintain said single piece spacer and said transparent display panel within said frame from a back side of said frame,

wherein

_____ said backing generally extends across the entire center of said frame to provide an enclosed space within said frame between said panel and said backing, and

_____ said backing includes an access panel to said enclosed space to (i) provide access to the single piece spacer and transparent display panel, and (ii) permit

removal of the single piece spacer and the transparent display panel from said frame.

9. (Original) The custom display system as claimed in claim 8 wherein said backing comprises a matting component and a backing component.
10. (Original) The custom display system as claimed in claim 8 wherein said spacer has a width similar to a width of said lip.
11. (Original) The custom display system as claimed in claim 8 wherein said spacer has an inner circumference generally similar to an outer circumference of said lip.
12. (Cancelled)
13. (Cancelled)
14. (Previously Presented) The custom display system as claimed in claim 8 wherein said spacer is positioned within said frame without the use of an adhesive.
15. (Previously Presented) The custom display system as claimed in claim 8 wherein said backing is located generally at a back-most edge of said back side of said frame.
16. (Previously Presented) The custom display system as claimed in claim 15 wherein said backing is flush with said back side of said frame.
17. (Currently Amended) The custom display system as claimed in claim 15 wherein said backing is mounted to said back side of said frame and extends along said back-most edge of said back side of said frame to an outer perimeter defined by said frame.

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18. (Cancelled)

19. (New) The custom display system as claimed in claim 8, wherein said access panel to said enclosed space is held in place by tabs and a living hinge.

20. (New) The custom display system as claimed in claim 8, wherein said access panel to said enclosed space includes a frame support element thereon.